

## Message Text

UNCLASSIFIED

PAGE 01 VIENNA 10098 211820Z

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 USIA-15 /036 W

-----074390 211827Z /46

R 211540Z NOV 77

FM AMEMBASSY VIENNA

TO SECSTATE WASHDC 4167

INFO AMEMBASSY BRUSSELS

UNCLAS VIENNA 10098

FOR COMMERCE AND WASHINGTON COMMERCIAL ACTION GROUP

BRUSSELS FOR KELLER

EO 11652: NA

TAGS: BEXP, AU

SUBJECT: FY 1978 CCP FOR AUSTRIA-CHANGES IN PROMOTIONAL EVENTS

1. CAMPAIGN NUMBER 3 (BIOMEDICAL EQUIPMENT) OF 1978 CCP INCLUDES BIO AND CATALOG SHOW AT IFAS (SALZBURG), APRIL-MAY 1978. IFAS ORGANIZERS HAVE BEEN INFORMED EMBASSY THAT EVENT WILL NOT TAKE PLACE IN CY78. EVENT PROBABLY IS INDEFINITELY POSTPONED. AS SUBSTITUTE FOR IFAS, EMBASSY PROPOSES TO PARTICIPATE WITH BIO AND CATALOG SHOW IN "KRANKENHAUS '78" (HOSPITAL '88), A SPECIALIZED SHOW OF HOSPITAL EQUIPMENT HELD CONCURRENTLY WITH AN INFORMATION SEMINAR FOR LEADING HOSPITAL ADMINISTRATORS AND AN INTERNATIONAL SYMPOSIUM OF HOSTPTAL ECONOMISTS. THE EVENT WILL TAKE PLACE FROM SEPTEMBER 19-22, 1978 AT THE VIENNA STADTHALLE BUILDING. IT WILL BE ATTENDED BY MOST DECISION-MAKERS IN THE HOSPITAL SECTOR. ESTIMATED TOTAL COST (INCLUDING RENTAL FOR 20 SQ. METERS): US\$3,500.

2. ACTION REQUESTED: PLEASE CONFIRM SOONEST SO THAT EMBASSY CAN SEND LETTER OF INTENT TO ORGANIZERS WHICH WOULD NOT BE BINDING. OFFICIAL INVITATIONS TO PARTIIPATE WILL BE DISTRIBUTED BY ORGANIZERS IN FEBRUARY 1978.

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3. CAMPAIGN NUMBER 2 (COMPUTERS AND PERIPHERAL EQUIPMENT) HAS A CENTRAL EVENT A TRADE MISSION TO AUSTRIA IN FEBRUARY 1978. HOWEVER, OVERSEAS EXPORT PROMOTION CALENDER, OCT 1977- DEC. 1978, DOES NOT LIST THIS EVENT. PLEASE ADVISE.

4. FOR BRUSSELS: FOR ABOVE REASON, REGRET WE WILL NOT NOT HAVE NEED

OF CATALOGS. OFFER IS, HOWEVER, MUCH APPRECIATED. WOLF

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## Message Attributes

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Margaret P. Grafeld  
Declassified/Released  
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